



Report of Contributions and Expenditures For Political Issues Committees

(Utah Code Section 20A-11-801)

Name of Organization				Phone Number	
Renew The Zoo-CEVD					
Street Address	Suite/Apartment/PO Box:	City	State	Zip	
PO Box 2816		Salt Lake City	UT	84110	
Ballot Issue					
<input type="checkbox"/> FOR <input type="checkbox"/> AGAINST					

Type of Report (Check the appropriate box)	
INTERIM REPORTS:	YEAR-END REPORT:
<input type="checkbox"/> August 31st	<input type="checkbox"/> January 10th of every year
<input checked="" type="checkbox"/> Seven days before a General Election	
ADDITIONAL PIC REPORTS: (see Utah Code section 20A-11-802)	
<input type="checkbox"/> Three days before first public hearing	
<input type="checkbox"/> Last initiative packet submitted to County Clerk	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Is this report an amendment?

Report Verification
I, <u>Maura Carabello</u>
Print Name of Treasurer or Financial Officer
affirm that this Report of Contributions and Expenditures is true, accurate and correct to the best of my knowledge.
<u>Maura Carabello</u>
Signature of Treasurer or Financial Officer
<u>10/28/2008</u>
Date

To File this Form Mail or deliver to Lieutenant Governor's Office Utah State Capitol, Suite 220 Salt Lake City, UT 84114-2325 (801) 538 - 1133 For More Information Contact the Lieutenant Governor's Office (801) 538 - 1041 1-800-995-VOTE(8683) elections@utah.gov

For Office Use Only
<input checked="" type="checkbox"/> Entered _____
<input type="checkbox"/> Copied _____
Date Received

Page 2	of 5
Name of PIC Renew The Zoo-CEVD	
Date of Report 10/28/2008	

Summary Page

(Complete this page after filling out all Schedule A and Schedule B forms)

REPORTING PERIOD DETAILS			
Report: General			
Beginning Date: 8/28/2008			
Ending Date: 10/28/2008			
Due Date: 10/28/2008			
BALANCE SUMMARY			YEAR TO DATE
1	Balance at Beginning of Reporting Period (Refer to line 5 of last report)	\$382,917.81	
2	Total Contributions Received (See Schedule A)	\$81,304.56	\$641,387.96
3	Subtotal (Add lines 1 & 2)	\$464,222.37	
4	Total Expenditures Made (See Schedule B)	\$395,276.94	\$572,442.53
5	Ending Balance (Subtract Line 3 from Line 4)	\$68,945.43	

Page 3	of 5
Name of PIC Renew The Zoo-CEVD	
Date of Report 10/28/2008	

Schedule A

Itemized Contributions Received

I = In Kind, L = Loan, A = Amendment

Date Received	Name of Contributor	Complete Mailing Address	I	L	A	Contribution Amount
8/29/2008	Zions Bank	PO BOX 30709 Salt Lake City, UT 84130				\$740.27
9/30/2008	Zions Bank	PO BOX 30709 Salt Lake City, UT 84130				\$564.29
10/13/2008	Utah's Hogle Zoo	2600 Sunnyside Avenue Salt Lake City, UT 84108				\$80,000.00
SUB TOTAL FOR THIS PAGE						\$81,304.56
TOTAL CONTRIBUTIONS RECEIVED						\$81,304.56

Total Contributions Received on this page is the sum of this page and previous pages subtotals

Attach additional pages if needed

Page 4	of 5
Name of PIC Renew The Zoo-CEVD	
Date of Report 10/28/2008	

Schedule B

Itemized Expenditures Made

I = In Kind, L = Loan, A = Amendment

Exp. Date	Name of Recipient	Purpose	I	L	A	Expenditure Amount
8/29/2008	Zions Bank	analysis fee				\$165.15
9/2/2008	Adcentives West, Inc	bumper magnets				\$1,500.00
9/2/2008	The Exoro Group	Field costs, events, Salt Lake County Voterfile				\$2,002.50
9/2/2008	The Exoro Group	Fees				\$10,000.00
9/9/2008	SalCorp	T-shirts				\$5,300.00
9/22/2008	SalCorp	T-shirts				\$4,484.00
9/22/2008	Wright Signs	Lawn signs				\$26,020.15
9/22/2008	Zions Bank	analysis fee for september				\$165.60
9/24/2008	Reagan Outdoor Advertising	billboards				\$43,545.00
9/24/2008	Reagan Outdoor Advertising	billboards				\$42,799.25
9/29/2008	SalCorp	t-shirts				\$670.20
10/1/2008	Progressive Direct Mail	Direct Mail				\$4,741.17
10/10/2008	Alphagraphics	posters				\$264.33
10/10/2008	Chase Media	TV				\$73,000.00
10/10/2008	Dancing Crane	graphics				\$1,655.00
10/10/2008	Fastsigns	banner				\$169.81
10/10/2008	Home Depot	wood stakes and lawn sign supplies				\$3,769.40
10/10/2008	Joseph Lyon And Associates	printing				\$421.86
10/10/2008	Joseph Lyon And Associates	printing				\$512.64
10/10/2008	RJNetworks	data				\$786.87
SUB TOTAL FOR THIS PAGE						\$221,972.93
TOTAL EXPENDITURES MADE						\$221,972.93

Total Expenditures Made on this page is the sum of this page and previous pages subtotals

Attach additional pages if needed

Page 5	of 5
Name of PIC Renew The Zoo-CEVD	
Date of Report 10/28/2008	

Schedule B

Itemized Expenditures Made

I = In Kind, L = Loan, A = Amendment

Exp. Date	Name of Recipient	Purpose	I	L	A	Expenditure Amount
10/10/2008	Staples	Office Supplies				\$130.79
10/10/2008	Sutherland Lumber	wood stakes and lawn sign supplies				\$293.96
10/10/2008	The Exoro Group	Fees				\$10,000.00
10/10/2008	The Exoro Group	Renw The Zoo staff, office supplies,fuel, food, SLCo Voter file				\$7,844.45
10/17/2008	Chase Media	TV				\$73,000.00
10/20/2008	Adcentives West, Inc	bumper magnets				\$2,735.63
10/20/2008	Progressive Direct Mail	direct mail				\$2,629.94
10/20/2008	Reagan Outdoor Advertising	billboard- snipes				\$2,190.47
10/21/2008	Joseph Lyon And Associates	printing				\$6,263.82
10/21/2008	Progressive Direct Mail	direct mail			X	\$11,025.82
10/23/2008	Chase Media	newspaper advertising			X	\$3,380.00
10/23/2008	Dancing Crane	graphic design			X	\$550.00
10/23/2008	Joseph Lyon And Associates	printing costs for postcards			X	\$21,013.97
10/24/2008	Progressive Direct Mail	postage			X	\$16,304.17
10/27/2008	Joseph Lyon And Associates	printing			X	\$5,340.00
10/27/2008	Progressive Direct Mail	mail house			X	\$10,600.99
SUB TOTAL FOR THIS PAGE						\$173,304.01
TOTAL EXPENDITURES MADE						\$395,276.94

Total Expenditures Made on this page is the sum of this page and previous pages subtotals

Attach additional pages if needed